

THE THIRD MASSACHUSETTS DOWNTOWN ATTRACTIVE
CLASSIFICATION CULTURAL COUNCIL
2007

PRESENT:

HOW CREATIVE IS YOUR DOWNTOWN?

A 1-DAY WORKSHOP ON
THE ROLE OF THE CREATIVE ECONOMY
IN YOUR COMMUNITY'S DOWNTOWN REVITALIZATION EFFORT

Tuesday, April 10, 2007

8:30 AM – 3:00 PM

Shea Theater

71 Avenue A, Turners Falls, MA

WORKSHOP AGENDA

- | | |
|---------------------|---|
| 8:30 AM – 9:00 AM | Registration |
| 9:00 AM – 9:30 AM | Welcoming Remarks |
| 9:30 AM – 10:30 AM | Tour of Turners Falls |
| 10:30 AM – 11:30 AM | Looking for the Unexpected – Culture as a Strategy in Downtown Revitalization Efforts
Speaker: Meri Jenkins, Manager of the John and Abigail Adams Arts Program at MCC |
| 11:30 AM – 12:30 PM | Adaptive Reuse and the Role of the Cultural Community
Speaker: Jason Schupbach, Director of ArtistLink |
| 12:30 PM – 1:30 PM | Lunch – will be provided
Keynote Speaker: Joseph C. Thompson, Director of MASS MoCA |
| 1:30 PM – 2:45 PM | Evaluating the Impact of Cultural Economic Development
Speaker: Clyde Barrows, Chancellor Professor of Policy Studies, UMass Dartmouth |
| 2:45 PM – 3:00 PM | Closing Remarks |

www.mass.gov/dhcd

www.massculturalcouncil.org

www.artistlink.org

SPONSORS



DHCD's mission is to strengthen cities, towns and neighborhoods to enhance the quality of life of Massachusetts' residents. DHCD works to promote safe, decent affordable housing opportunities, economic vitality of communities and sound municipal management. DHCD works in partnership with regional and local governments, public agencies, community-based organizations and the business community. In all efforts, DHCD recognizes and respects the diverse needs, circumstances and characteristics of individuals and communities.

DHCD's MDI provides assistance to communities seeking help to revitalize their downtowns. The primary mission of MDI is to make downtown revitalization an integral part of community development in cities and towns across the Commonwealth. MDI is guided by the principle that the most effective approach to downtown revitalization is a holistic one, addressing economic and community development needs and providing a framework of interrelated activities to promote positive changes in a downtown to keep it healthy and prosperous.



MCC promotes excellence, access, education and diversity in the arts, humanities and interpretive sciences to improve the quality of life for all Massachusetts residents and contribute to the economic vitality of our communities. MCC is committed to building a central place for the arts, sciences and humanities in the everyday lives of communities across the Commonwealth. The Council pursues this mission through a combination of grant programs, partnerships and services for nonprofit cultural organizations, schools, communities and individual artists.



ArtistLink is a new collaborative effort to create a stable yet dynamic environment for Massachusetts artists, achieving this mission by taking a leadership role on artist space by providing individual artists, developers and municipalities with targeted information and technical assistance and by advocating for relevant policy changes at the state level.

✕

DEADLINE FOR REGISTRATION

Deadline for receiving registrations is: **FRIDAY, MARCH 30th**. Please mail or fax a copy of this form for each person attending to: Maria Ferrario, DHCD, 100 Cambridge St., Suite 300, Boston, MA, 02114, or 617-573-1460 (fax).

There is no registration fee, but seating is limited so register early. Lunch will be provided. If you have special dietary or handicap accessibility needs, please let us know in advance on your registration form.

Name: _____ Title: _____

Organization /Agency: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____ Email: _____

Special dietary or handicap needs: _____

QUESTIONS? Please contact Emmy Hahn at 617-573-1364 or at: elizabeth.hahn@state.ma.us

SPEAKERS

Dr. Clyde W. Barrow specializes in political economy and public policy with an emphasis on regional economic development, industry analysis and economic impact analysis. He is currently a Chancellor Professor of Policy Studies at the University of Massachusetts, Dartmouth and has served as Director of its Center for Policy Analysis since 1993. The Center for Policy Analysis has completed more than 200 applied research projects over the last ten years, as well as program evaluations and economic impact analyses of Act! Roxbury; AHA! New Bedford; Boston CyberArts; Campus Provincetown; the Somerville Arts Union; and the Cape Cod arts & craft industry.

Meri Jenkins is the Manager of the John and Abigail Adams Arts Program at the Massachusetts Cultural Council. The Adams Program is a cultural economic development initiative that fosters cultural assets in economic development efforts. She was formerly the Principal Manager of Business in the Arts South in the U.K., focusing on relationships between the commercial and cultural sectors. With over 25 years of experience, Meri has a thorough acquaintance with the challenges of the non-profit cultural sector in both the U.S and the U.K. A common thread through all her work has been to reach under-served populations, believing that government support for cultural organizations, be it federal, state or local, is an investment that enables access for all, improves quality of life and has far reaching consequences for the well-being of a community.

Jason Schupbach is the Director of ArtistLink, a funders initiative to better the environment for artists in Massachusetts through supporting the development of artist space and creative communities, and through an artist healthcare initiative. Jason has a degree in Public Health from the University of North Carolina at Chapel Hill and a Masters in City Planning with an Urban Design Certificate from MIT. He has worked for the Mayor's Office in Chicago, and was the staff Urban Planner and Capital Projects Manager for the Department of Cultural Affairs in New York City. There he developed cultural plans for projects such as 125th Street in Harlem, the Fresh Kills Landfill redevelopment and managed construction funding for a large variety of projects (from Lincoln Center to PS1 Contemporary Art Center to LaMaMa Experimental Theater Club).

Joseph C. Thompson, is the current and founding director of MASS MoCA, the largest center for contemporary arts in the United States. In 1988 Joe led a campaign to build the political and community support needed to establish the institution, which would serve as a platform for the creation and presentation of contemporary art and develop links to the region's many cultural institutions. Under Joe's leadership MASS MoCA has evolved into a center dedicated to the creation and presentation of provocative visual and performing arts pieces and of works that chart new territory and blur conventional distinctions between artistic disciplines. In the 18 years he has served as Director, Joe has overseen the development of the architectural program for the 13-acre campus of 19th-century factory buildings, articulated the institution's far-ranging program and built the center's staff, board and governing structure. Simultaneously, he has played a critical role in raising both the public and private funds that have enabled MASS MoCA to become a reality. Joe's career in the arts, museums and academia spans more than 25 years.

PROGRAM

9:30 – 10:30 AM Tour of Turners Falls:

A fast-paced tour of the town center of Turners Falls will show you not only the observable successes of the creative economy, but also the behind the scenes impact and types of businesses that have been created.

10:30 – 11:30 AM Looking for the Unexpected – Culture as a Strategy in Revitalization Efforts:

Speaker: Meri Jenkins, Manager of the John and Abigail Adams Arts Program at the Massachusetts Cultural Council

Every city and town in the Commonwealth is concerned about the vitality of its local economy – enhancing and sustaining employment, creating business opportunities and improving the quality of life for residents. This session will look at the ways your community can assess whether or not cultural economic development is a strategy worth closer scrutiny and how workable partnerships are created.

11:30 AM – 12:30 PM Adaptive Reuse and the Role of the Cultural Community

Speaker: Jason Schupbach, Director of ArtistLink

The cultural sector is playing an important role in reinvigorating redundant industrial and other buildings, often in deteriorated neighborhoods. This session will explore the issues involved, including financing, and provide information about projects that are proving to be successful.

12:30 – 1:30 PM Lunch

Keynote Speaker: Joseph C. Thompson, Director, MASS MoCA

Joe will discuss the relationship between MASS MoCA and revitalization efforts in the City of North Adams.

1:30 – 2:45 PM Evaluating the Impact of Cultural Economic Development

Speaker: Dr. Clyde W. Barrow, Chancellor Professor of Policy Studies at the University of Massachusetts, Dartmouth

A review of the basic concepts and procedures for measuring cultural economic development, including process evaluation, economic impact analysis, customer satisfaction surveys, and other mechanisms for measuring the impact and outcomes of arts and culture programs. Program evaluations of Boston CyberArts and the City of Somerville's "ArtsUnion" project will be used as case studies to illustrate these concepts, processes and impacts.



THE DHCD MASSACHUSETTS DOWNTOWN REVITALIZATION
MASSACHUSETTS CULTURAL COUNCIL AND ARTIST AND
PRESENTER A DAY WORKSHOP ON

HOW CREATIVE IS YOUR DOWNTOWN?

THE ROLE OF THE CREATIVE ECONOMY
IN YOUR COMMUNITY'S DOWNTOWN REVITALIZATION EFFORT

Tuesday, April 10, 2007

8:30 AM – 3:00 PM

Shea Theater

71 Avenue A, Turners Falls, MA

DIRECTIONS

North/South: On I-91, take exit 27, follow Rt. 2 east toward Boston for 2.5 miles and at second traffic light, take a right, south, across bridge, theater 2 blocks on left.

East/West: Take Rt 2. The Shea is located 2.5 miles east from Greenfield and approximately 20 miles west from Orange. Take Turners Falls turn at light, cross bridge, and continue for two blocks. Theater is on the left.

MORE UPCOMING MDI WORKSHOPS!

**Analyzing Your Parking Needs and
Managing What You Have**
May 2, Chicopee MA

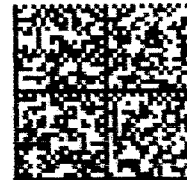
**Design Elements for Parking
On-Street and Garages**
Date TBD, Site TBD

Economics of Downtown
June 13, Boston

**Business Development for
Downtown**
June 14, Boston



Department of Housing & Community Development
100 Cambridge Street, Suite 300
Boston, Massachusetts 02114



Hasler

016H26511388

\$00.390
03/01/2007

Mailed From 02108
US POSTAGE

Town Planner
Town of Acton
472 Main Street
Acton, MA 01720

7020 OCD161